

RESEARCH STUDENT SEMINAR

Friday 22 February 2019
12:00 – 13:00

**SEERC Conference Room,
Proxenou Koromila Building**

“Sustainable fashion and online communication practices: An exploratory study on consumers online responses towards sustainable fashion in Greece”

By
Ms Elina Ketikidi,
PhD student
Management School, TUoS

ABSTRACT

The aim of this study is to explore consumers' conscious and unconscious responses towards sustainable fashion messages coming from online communication practices. The proposed study explores: existing online communication practices towards sustainable fashion; consumers' online responses towards sustainable fashion; and the conscious or unconscious influenced by fashion brands' online communication practices exert on consumers. Finally, social and visual communication theories serve as the theoretical underpinning of this research. A mixed methods approach (qualitative interviews and quantitative neuroscience experiments) will be taken in order to achieve the aim and objectives of this study. This study will make a theoretical, methodological and practical contribution towards consumers' conscious and unconscious responses on sustainable fashion, especially through online communications (social media and websites). More specifically, this study will enrich the existing literature on sustainable fashion and online consumer behaviour through the lens of social and visual communication theory. This study seeks to generate more effective practices that fashion brands can adopt in order to improve their sustainable fashion online communication practices. Consequently, an analysis will take place to reflect on the results of the qualitative and quantitative studies with the aim of exploring consumers' conscious and unconscious responses towards sustainable fashion. Finally, the study will explore what the academic and managerial implications of its findings are for better online communication practices on sustainable fashion

The seminar series is open to all members of *staff and students* of CITY and to any *externals* that wish to attend.